See bands live — without going to the show

Synchronicity Live, a new Web site, streams full concerts as they happen.

By ROGER BULL
The Times-Union

Upstairs in a small office building, just off Beach Boulevard, there's a group of people hoping to change how we listen to live music. OK, not completely change it, just add to it.

Synchronicity Live (www.synchronicitylive.com) is a new Web site, launched quietly last week. Here's how it works: Musicians anywhere can upload their concerts live and fans all around the world can watch them . . . live, as they happen.

And live is the key. MySpace already has the songs. Several million musicians and bands have tracks there for the world to hear. And YouTube has the videos. Again, millions of them.

"I think what we're doing is completing the triangle," said Aric Berquist, founder and CEO of Synchronicity Live.

And as opposed to a single song or single video, Synchronicity streams the full concert, whatever the band sends in. (Like we all need more reason to spend time online, right?)

The company has computer space all over the country involved, but it's pretty much a Jacksonville-area enterprise.

Berquist, a musician who lives in Ponte Vedra Beach, had the idea in March 2006. "I started talking to a lot of people," he said, "just to make sure I wasn't completely crazy for going down this road."

What he found was a lot of people who thought it wasn't that crazy.

Eric "Vietnam" Sadler, who's written and produced for the likes of Public Enemy, Slick Rick, Chaka Khan and LL Cool J, lives in Atlantic Beach these days. He's the vice president for content.

Bruce Bagni has a corporate background — general counsel for Blue Cross, that kind of stuff. He's 62, and doesn't wear suits anymore. Now he wears shorts, sandals and says things such as "It's all about the bands."

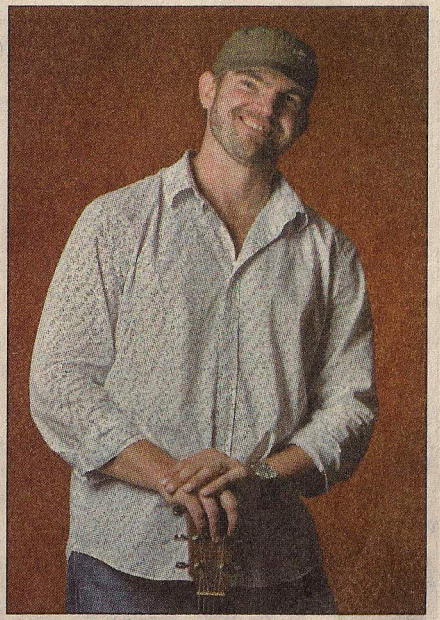
They have investors — 60 people have put about $3.5 million. And though it's free for the bands and the fans, the eventual idea is to make money through advertising space on the Web site.

They haven't done much in the way of national marketing. The site launched last week, and they just told a few friends about it. Thursday, they were at the Warped Tour in Green Cove Springs, handing out T-shirts and broadcasting band interviews.

By Saturday night, they had a dozen or so bands playing at one time or another, including a guy named Jared Clifton playing at the Tractor Tavern in Seattle, and a woman named Jenn Mieraua testing a couple of songs from her home studio in Montreal.

"It's an amazing site, and I think

SYNCHRONICITY continues on C-2



JARRETT BAKER/The Times-Union
Musician Aric Berquist came up with the idea for Synchronicity Live in March 2006.